

Spread the Word

Nothing gets the word out better than personal contact. In years past some community associations were defined by the area an organizer could walk on a weekend afternoon.

Tried and true techniques for getting the word out include:

- Distributing flyers;
- Talking to neighbors one-on-one, and if possible, informally survey them about wants, needs, and concerns;
- Posting signs at key exits to the neighborhood and at activity centers; and
- Identifying other prospective leaders and getting them involved.